

ANNUAL INDEX to DUN'S REVIEW

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LISTINGS of article titles, authors, company names, and subjects appear here in one alphabetical order with each entry followed by the issue date and the page number. Broad headings have been used as subject listings; this is not a completely detailed subject heading index.

In using this index it will be helpful to keep in mind the nature of the contents of DUN'S REVIEW. The magazine deals with trends, tendencies, developments, and legislation which are significant in their effect on the policies of businesses. It is planned to serve chief executives who must take into consideration the long-time influences of such forces. In each monthly number are articles by authorities in their fields or resulting from research activities.

There also are monthly sections or departments, several of which summarize business statistical data.

During 1940 there have appeared the reports of the "Survey of Business Trends," a DUN & BRADSTREET research project having to do with the dollar volume of sales and inventories. Reports have also appeared on another DUN & BRADSTREET research undertaking, the "Survey of Retail Operating Costs." These reports include analyses by trades and industries; they are listed under the name of the project and under various appropriate subject headings. Neither in the case of these reports nor in the case of the reports of the fourteen financial ratios for 72 lines of business are there listed in this index

the trades and industries which appear in the tables, charts, or text of the report.

Statistical series originally compiled by the publisher are indexed under subject headings; they can also be easily located in the department on commercial failures and in "Significant Business Indicators" each month. Data appearing in the departments "Through the Statistician's Eyes" and "Here and There in Business" are indexed. Book reviews are not listed here (see "The Business Bookshelf").

As a guide to the inclusiveness of the material, the titles of major articles are printed in italic type, short items are indicated by "s," photographs that appear without extended text by "p," and views of cities shown on the covers by "c."

— A —

Accidents, Industrial (s) June 40

Accounting

Financial Statement of the Future—I . . Nov. 20
Financial Statement of the Future—II . . Dec. 12
New Excess Profits Tax—What It Requires and Permits Dec. 18
Valuation or Historical Costs: Some Recent Developments May 17

Addressograph-Multigraph Corp (p) Nov. 50

Advertising

All This—And a Premium, Too Apr. 10
 Bank Checks Used for Civil (s) Sept. 42
 Display Cars (s) Feb. 46
 Layout (s) May 48
 Past Styles in Posters (s) Nov. 50
 Perfumed Ads (s) Jan. 48
War Cries of Business June 21

Agriculture

Cotton, Flameproof (s) Dec. 49
 Prices, Income (s) Sept. 36
Rural Retailing Trends in Illinois, 1936-1938 . . Sept. 16

All This—And a Premium, Too April 10

Allen, Arthur S.—*Everyday Use of Color in Business* . . May 25

Altmeier, Arthur J.—*Security is Good Business* . . Mar. 5

Alton Railroad (s) Jan. 44

Aluminum Company of America (s) May 44

(s) Sept. 41

Aluminum Seal Company (p) Aug. 48

American Airlines (s) Mar. 49

American Bible Society (s) Nov. 52

American Car & Foundry Company (s) June 40

American Chain & Cable Company (s) Mar. 47

American College of Physicians (s) May 48

American Free Enterprise and the Future (s) July 5

American Management Association (p) Apr. 38

(s) Sept. 42

American Petroleum Institute (s) June 42

(s) Nov. 49

American Radio Relay League (s) Mar. 48

American Rolling Mill Company (p) May 43

(s) Sept. 41

Amortization

Prices and Profits in a Defense Economy—II . . Dec. 29

What the New Excess Profits Tax Requires and Permits . . Dec. 18

Amoskeag Savings Bank (s) July 42

Analyzing the Record of Commercial and Industrial Failures. See Failures

Andrews, Elmer F.—*Hidden Labor Costs* Feb. 5

What Amendments to the Wage and Hour Law? Apr. 5

National Defense and Federal Labor Laws Aug. 5

Anti-Trust Laws—Price Control by Government June 9

Apprenticeship June 5

Armament, See National Defense

Army, List of Materials Being Bought for Aug. 26

Art
 Arts and Crafts (p) July 42

Everyday Use of Color in Business May 25

International Business Machines Exhibit (s) Nov. 51

Associated Stationers Supply Company (s) Aug. 47

Association of American Railroads (s) June 40

Association of Cotton Textile Merchants (s) Apr. 37

Austin Company (s) Jan. 44, (s) Dec. 48

Autocall Company (s) Dec. 51

Automotive, See Transportation

Aviation

Air Routes (s) Jan. 46

Fuel (s) Nov. 49

Passengers Carried (s) Mar. 49

— B —

Balance Sheets, See Financial Statements

Baltimore & Ohio Railroad (s) Jan. 44, (s) May 44

Bankers Life Company (s) Sept. 40

Bankruptcy, See Failures

Barcalo Manufacturing Company (s) May 43

Barnhardt Manufacturing Company (s) Dec. 49

Batteries, Storage (s) Sept. 39

Bausch & Lomb Optical Company (s) Mar. 45

(s) Dec. 48

Benchmarks of Profitable Operation in 50

Retail Trades Oct. 23

Bernstein, Blanche—Who Buys What on the Installment Plan? Feb. 9

Bible Distribution (s) Nov. 52

Big Business vs. Small: Profits and Dividends Jan. 11

Bigelow-Sanford Carpet Company (p) Apr. 38

Bird, Dr. F. L.—Recent Trends in Tax Delinquency Apr. 14

Births and Deaths of Retail Stores in Indiana, 1929-1937 Jan. 23

Blackout (s) Jan. 48

Blossom Manufacturing Company (s) Nov. 49

Blue Swan Mills (s) May 48

Boat, Aluminum (p) Mar. 48

Boat Storage (s) Apr. 40

Book Binding (s) Jan. 44

Book Review, See Business Bookshelf

Boom Electric & Amplifier Company (s) Oct. 44

Bostitch, Inc. (p) Aug. 49

Bottle Caps (p) Aug. 48

Brazil—Invasion of the Gambiae Sept. 14

Bridgeport, Connecticut (c) Aug. 4

Bridges (s) Sept. 40

Bristol, George T.—War Years Quiz July 16

Budd Induction Heating, Inc. (p) Jan. 45

Budgets

Federal Government (s) May 41

Municipal Governments (s) April 44

New York City (s) Dec. 43

Building, Advances in

Air-Conditioned Bakery (s) Oct. 44

Machine Manufacturing Plant (s) Jan. 44

Office Buildings (s) Sept. 40, (s) Dec. 48
 Showroom, Jewelry (s) Sept. 39

Building Materials

Bricks (s) Aug. 50
 Glass Bricks (s) July 42
 Insulation, Flameproof (s) Dec. 49
 Metal Partition Frames (s) Sept. 41

Business Activity, See Trend of Business
 Business Bookshelf, The Feb. 54, Mar. 50
 Sept. 44, Nov. 54, Dec. 54

Business Conditions, See Regional Trade Barometers

Business Diary, The Jan. 29, Feb. 29
 Mar. 29, Apr. 23, May 31, June 25, July 25
 Aug. 31, Sept. 23, Oct. 27, Nov. 27, Dec. 33

Business Machines, See Office Equipment

Business Mortality, See Failures

Business Trends, See also Trend of Business
 ness, Significant Business Indicators
Rural Retailing Trends in Illinois Sept. 16
Survey of Business Trends—Preliminary Mar. 10
Survey of Business Trends—Final May 5

— C —

California Institute of Technology (s) Feb. 48
 (s) Aug. 49

Carbide & Carbon Chemicals Corp. (s) Mar. 45

Caterpillar Tractor Company (s) Apr. 38

Census, See U. S. Bureau of the Census

Cereals, Consumption of (s) July 38

Chain Stores

Community Value of (s) Jan. 47

Rise of the Super-Market Sept. 8

Rural Retailing Trends in Illinois Sept. 16

Survey of Business Trends—Preliminary Mar. 10

Survey of Business Trends—Final May 5

Challenge to Education, The Dec. 5

Chemurgy (s) Feb. 50

China's Foreign Trade (s) Apr. 36

Cigarette Manufacturing (s) Jan. 42

Citizens' Budget Commission, Inc. (s) Dec. 43

Civilian Conservation Corps (s) May 46

Clothing

Children's, Measurement of (s) Feb. 45

Men's Shirts (s) Mar. 49

Clover Farm Stores Corp. (s) Jan. 44

Cluett, Peabody Company (s) Mar. 49

Coffee Drinking (s) Feb. 45

Color

In Business, Everyday Uses of May 25

Uses of (s) Mar. 46

Commodity Price Index, See Significant Business Indicators

Commonwealth Edison Company (s) May 43

Communism—The Challenge to Education Dec. 5

Competitive System

American Free Enterprise and Future July 5

Challenge to Education, The Dec. 5

Price Control by Government June 9

Prices and Profits in a Defense Economy Nov. 5

Prices and Profits in a Defense Economy—II Dec. 29

Robinson-Patman Act Begins to Acquire Meaning Mar. 20
Wage and Hour Law? What Amendments to the Apr. 5

Letter-Writing (s) May 43 (s) June 42
Libbey-Owens-Ford Glass Company (s) Mar. 45
Life Expectancy (s) Mar. 45
Liggett Drug Stores (s) June 42
Linoleum (s) Jan. 46
Lithographers' National Association (s) Nov. 50
Little, Arthur H.
 Making More Jobs Jan. 7
 All This—And a Premium, Too Apr. 10
 War Cries of Business June 21
 Mr. Chairman, Ladies and Gentlemen Dec. 25
Livestock (s) May 44
Loans
 Bank, See Trend of Business
 Business (s) July 42
 Salary (s) Apr. 41
Logan Porter Mirror Company (s) Sept. 40
Loose-Wiles Biscuit Company (s) Oct. 44
Lord & Thomas (s) Jan. 47
Louisville & Nashville Company (s) June 40
Luxor, Ltd. (s) Apr. 38

— M —

Maas, A. R., Chemical Company (s) Dec. 50
Machine Tools and the War (s) July 38
Macy, R. H. & Company (s) Sept. 40
Making More Jobs Jan. 7
Malaria—Invasion of the Gambies Sept. 14
Management
 Apprenticeship June 5
 Work Simplification Course (s) May 43
Manufacturers & Traders Trust Company
 (s) Sept. 42

Manufacturing
Financial Statement of the Future—I Nov. 20
Survey of Business Trends—Preliminary Mar. 10
Survey of Business Trends—Final May 5

Massachusetts Institute of Technology (s) May 41
Masters, Edgar Lee, in *Spoon River 25 Years After* Apr. 18
Match Production (s) Dec. 42
May, George O.—*Valuation or Historical Costs: Some Recent Developments* May 17
Mellon Institute (s) May 47
Memphis, Tennessee (c) July
Metallurgy, Powder (s) July 43
Metals Disintegrating Company (s) July 43
Metropolitan Museum (p) July 42
Microfilm Storage Cabinet (s) Sept. 39
Military Duty Compensation (s) Oct. 41
Mine Safety Appliances Company (s) Feb. 46
 (s) May 46
Mirror Processing (s) Mar. 45, (s) Sept. 40
Mitchell, Robert V.—*Rural Retailing Trends in Illinois, 1926-1938* Sept. 16
Mitchell, Walter, Jr.
 Survey of Business Trends—Preliminary Mar. 10
 Survey of Business Trends—Final May 5
 Benchmarks of Profitable Operation in 50 Retail Trades Oct. 23
 How Expenses and Profits Vary with Retail Credit Policies Nov. 26
Mobilization, Industrial—*Uncle Sam Goes to Market* Aug. 8
Model Railroading (s) May 42, (s) May 43
Mogenesen, A. H. (s) May 43
Money in Circulation (s) Aug. 45
Morris Mills, Inc. (s) May 47
Mortality, Business, See Failures
Movies, Commercial (s) Jan. 46, (s) Feb. 48
Mr. Chairman, Ladies and Gentlemen Dec. 25
Munsell System—*Everyday Use of Color in Business* May 25

— N —

National Association of Manufacturers (s) Oct. 41
National Bureau of Standards (s) June 42
 (s) Aug. 49, (s) Nov. 49
National Consumer-Retailer Council (s) Jan. 43
National Dairy Products Corp (s) May 43

National Defense
 Defense Program Remodels the Economic System Oct. 5
 Financing (s) Sept. 37, (s) Nov. 43
 Labor Supply (s) Nov. 42
 New Excess Profits Tax, What it Requires and Permits Dec. 18
 Prices and Profits in a Defense Economy Nov. 5
 Uncle Sam Goes to Market, Some Economic Aspects of the Defense Program Aug. 8

National Defense and Federal Labor Laws Aug. 5
National Gypsum Company (s) July 42

National Income, See Trend of Business
National Industrial Conference Board (s) Feb. 44
 (s) Mar. 44, (s) Apr. 36, (s) July 44
 (s) Aug. 45, (s) Sept. 37, (s) Oct. 41
National Machine Tool Builders' Assn. (s) July 38
National Retail Dry Goods Association (s) Apr. 38
 (s) Oct. 45

National Safety Council (s) Dec. 49
Navy—*Uncle Sam Goes to Market* Aug. 8
Neilsen's Food Index Sept. 8
Nervous Tension, Motorists' (s) July 44
New York Daily News (s) Apr. 41
New York Society of Model Engineers (s) May 45
New York Times, Market Research Dept. (s) July 38
Norfolk, Virginia (c) Oct.
Nylon (s) Jan. 44, (s) Mar. 46

— O —

Occupational Titles, Dictionary of (s) Sept. 42

Office Equipment

Addressograph (s) May 44
Calculator, Visible Pay (s) Dec. 51
Desks, Convertible (p) Dec. 48
File, Insulated (p) Aug. 50
Files, Suspension (s) Nov. 51
Office Valet (s) Feb. 50
Storage Cabinet for Films (s) Sept. 39
Stapler (p) Aug. 49
Telexgraphy, Facsimile (s) Dec. 51

Oxford Filing Supply Company (s) Nov. 51

— P —

Packaging

American Management Association
 Awards (s) April 38, (s) Sept. 42
 Color in Business, Everyday Use of May 25
Flour Bags (s) May 43
National Retail Dry Goods Association
 Standards (s) Oct. 45
Pouches, Tobacco (s) Mar. 47

Pager (s) Dec. 51

Paint (s) Apr. 40, (s) May 41

Pan-American Coffee Bureau (s) Feb. 45

Paraffine Companies, Inc. (s) May 46

Parking (s) May 46

Parsons, Dudley L.—*Public Education* July 10

Partnerships
 Characteristics of (s) Oct. 40

What the New Excess Profits Tax Requires and Permits Dec. 18

Patterson, William F.—*Apprenticeship* June 5

Payrolls, Factory, See Trend of Business



— Q —

Survey of Business Trends—Final May 5
 Valuation or Historical Costs May 17
Prices and Profits in a Defense Economy Nov. 5
Prices and Profits in a Defense Economy—II Dec. 29

Procurement Officers for Army, Navy, Treasury, List of Aug. 8

Production, See Trend of Business, Survey of Business Trends

Production Index, Federal Reserve (s) Oct. 40

Profits

Benchmarks of Profitable Operation in 50 Retail Trades Oct. 23

How Expenses and Profits Vary with Retail Credit Policies Nov. 26

Prices and Profits in a Defense Economy Nov. 5

What the New Excess Profits Tax Requires and Permits Dec. 18

Profits and Dividends: Big Business vs. Small Jan. 11

Public Address System (s) Oct. 44

Public Education July 10

Public Library of Boston (s) Jan. 44

Public Library of New York (s) Jan. 44

Public Relations—American Free Enterprise and the Future July 5

Public Speaking

Mr. Chairman, Ladies and Gentlemen Dec. 25

 Outlines on Foreign Trade Supplied (s) May 48

Purchasing by Federal Agencies Aug. 18, 22

Purchasing Power, See also Regional Trade Barometers, Trend of Business

How Consumer Purchases Vary with the Seasons in 29 Regions June 15

Pyro (s) Dec. 50

— Q —

Quiz—War Years July 16

— R —

RCA Manufacturing Company (s) Mar. 49

Radio

 Amateur (s) Mar. 48
 Commercial Uses (s) Apr. 41
 Foreign Transmission (s) Sept. 42
 Microphone, Sound Discriminator (s) Apr. 38
 Portable, for Bicycles (s) Sept. 42
 Sales Trends (s) Jan. 43

Railroads, Lean Years for the Feb. 23

Railway Express Agency, Inc. (s) Oct. 42

Ratios, Financial

Financial Statement of the Future—I Nov. 20

Financial Statement of the Future—II Dec. 12

Ratios, Operating—*Expenses and Profits Vary with Retail Credit Policies* Nov. 26

Real Estate Taxes Apr. 14, (s) Dec. 43

Recent Trends in Tax Delinquency Apr. 14

Red Hand Compositions Company (s) Apr. 40

Reed, Philip D.—*American Free Enterprise and the Future* July 5

Refrigeration (s) Feb. 50, (s) Feb. 51

Regional Trade—*How Consumer Purchases Vary with the Seasons in 29 Regions* June 15

Regional Trade Barometers Jan. 32, Feb. 32

 Mar. 32, Apr. 26, May 34, June 28, July 28

 Aug. 34, Sept. 26, Oct. 30, Nov. 36, Dec. 36

Relief, Unemployment July 19

Remington Rand, Inc. (s) Apr. 41, (s) Aug. 47

 (p) Aug. 50, (s) Sept. 39, (s) Oct. 42

Republic Steel Corp (p) Apr. 40

Research

 Commercial Jan. 7

 Industrial Sept. 5

 Medical Sept. 14

Retail Credit Policies, How Expenses and Profits Vary with, Nov. 21

Retail Trade, See also Regional Trade Barometers, Survey of Business Trends

Benchmarks of Profitable Operation in 50 Retail Trades

Births and Deaths of Retail Stores in Indiana Oct. 23

Census of Retail Trade—1939 (s) Jan. 23

Drawing Power of Cities (s) Dec. 42

Financial Statement of the Future Dec. 12

How Consumer Purchases Vary with the Seasons in 29 Regions June 15

How Expenses and Profits Vary with Retail Credit Policies Nov. 26

Rise of the Super-Market Sept. 8

Rural Retailing Trends in Illinois Sept. 16

Who Buys What on the Installment Plan? Feb. 9

Revere Copper & Brass, Inc. (s) Sept. 41

Rise of the Super-Market and Some Marketing Consequences Sept. 8

Robinson-Patman Act Begins to Acquire Meaning Mar. 20

Rockefeller Foundation Review Sept. 14

Rubber, Synthetic (s) Nov. 52

Rural Retailing Trends in Illinois Sept. 16

Russell, Helen B.—*Inventories During the World War* Feb. 17

Rust Cotton Picker Company (s) Sept. 39

— S —

Safety Records

 Industrial Plants (s) July 45

 Truck Drivers (s) Dec. 49

Sales. See also *Survey of Business Trends*
Display Cars for Salesmen (s) Feb. 46
Promotion (s) Feb. 48, (s) Mar. 47

Sales Management—All This and a Premium, Too Apr. 16

San Francisco Golden Gate Exposition (s) Sept. 37

Scissors, Electric (p) Nov. 52

Screen Doors, Air Conditioning (p) Aug. 47

Seasonal Variations in Consumer Buying June 15

Security Is Good Business Mar. 5

Security Prices, See Trend of Business

Sengbusch Self-Closing Inkstand Co. (s) Aug. 47

Service Trades—Survey of Business Trends May 5

Shattuck, Frank G., Company (s) May 47

Shaw-Perkins Manufacturing Company (s) July 42

Shaw-Walker Company (s) Aug. 47

Sherwin-Williams Company (s) May 45

Show Form Company (s) May 48

Sickness in Industry—Days Lost (s) July 45

Significant Business Indicators Jan. 41, Feb. 43

Mar. 42, Apr. 35, May 40, June 37, July 37

Aug. 46, Sept. 38, Oct. 39, Nov. 44, Dec. 47

Silver (s) Aug. 49

Sixth Avenue Elevated (s) Apr. 40

Sleigh Manufacturing Increases (s) June 40

Slogans—War Cries of Business June 21

Social Security

Defense Program Remodels the Economic System Oct. 5

Income Security and Lay-off Benefit (s) Mar. 46

Savings—Social Security Plan (s) June 41

Security Is Good Business Mar. 5

Social Security Board (s) Nov. 42

Social Legislation—Hidden Labor Costs Feb. 5

Socialism—Challenge to Education Dec. 5

Some Economic Aspects of the Defense Program Aug. 8

South America, See Latin America

Spoon River Twenty-five Years After Apr. 18

Standard Brands (s) June 42

Standard Stoker Company (s) Jan. 44

Standard Oil of Indiana (s) Nov. 49

Stanley, A. O.—Latin-American Trade Winds Aug. 29

Stanley Electric Tools, Inc. (p) Jan. 47

Stapler (p) Aug. 49

Starr, G. W.—Births and Deaths of Retail Stores in Indiana Jan. 23

State Finance Audit—New Hampshire (s) Feb. 49

State Income Payments (s) June 38

Steel

Consumer-Operated Mills (s) June 41

Processing (p) Apr. 40

Steiner, G. A.—Births and Deaths of Retail Stores in Indiana Jan. 23

Stetson, H. T. (s) May 41

Stockholders, Reports to (s) Feb. 46

Stokers (s) Jan. 44

Stow-Davis Furniture Company (p) Dec. 48

Sullivan, A. M.—Spoon River Twenty-five Years After Aug. 18

Sunsports and Business (s) May 41

Super-Market, Rise of the Sept. 8

Survey of Business Trends—Preliminary Mar. 10

Survey of Business Trends—Final May 5

Syndicate Store Merchandise (s) Apr. 38

Syracuse, New York (c) Sept.

T—

Taxes

Burdens in Principal Countries (s) Feb. 44

Trend Delinquency, Recent Trends in Tax Apr. 14

Income Tax Analysis—1938 (s) Nov. 42

New Excess Profits Tax Requires and Permits, What the Dec. 18

Payroll—Security Is Good Business Mar. 5

Taylor, George R.—First Year of the Food Stamp Plan July 19

Tear-off Seal Company (p) Aug. 48

Tebeau, Robert L.—Profits and Dividends: Big Business vs. Small Jan. 11

Technology in Auto Industry (s) June 40

Teledelors (s) Dec. 51

Telephones in Motor Boats (s) Aug. 47

Telescopier, Platform (p) May 46

Textile Testing Machine (p) Mar. 46

Thompson, W. W. & Company (s) May 43

Thorpe, Willard L.—Inventories During the World War Feb. 17

Monthly Comment by the Editor Jan. 50, Feb. 58

Mar. 51, Apr. 50, May 50, June 50, July 50

Aug. 54, Sept. 50, Oct. 50, Nov. 62

Through the Statistician's Eyes Jan. 42, Feb. 44

Mar. 43, Apr. 36, May 41, June 38, July 38

Aug. 44, Sept. 36, Oct. 40, Nov. 42, Dec. 42

Tiffany & Company (s) Sept. 39

Tip-Top Brewing Company (p) Aug. 48

Tires (s) Jan. 44

Toots, Power (s) Feb. 46

Toledo, Ohio (c) May

Transcontinental & Western Air, Inc. (s) Jan. 46

Transportation

Buses (s) Mar. 44

Carriages (s) June 40

Railroads, Lean Years for the Feb. 43

Trolley Cars (s) Mar. 44

Traveling Salesmen's Time Study (s) Jan. 43

Trend of Business, The Jan. 30, Feb. 30

Mar. 30, Apr. 24, May 32, June 26, July 26

Aug. 32, Sept. 24, Oct. 28, Nov. 34, Dec. 34

Tri-pak Machinery Service (s) Nov. 53

Truck Bodies (s) Sept. 40

True Story Survey Sept. 8

DUN'S REVIEW

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. . . reviews business conditions



From the 1940 Index

Allen, Arthur S.—Everyday Use of Color in Business

Andrews, Elmer F.—National Defense and Federal Labor Laws

Bird, Frederick L.—Recent Trends in Tax Delinquency

Foulike, Roy A.—The Financial Statement of the Future

Francis, Clarence—Making More Jobs

George, Edwin B.—The Defense Program Remodels the Economic System

Lasser, J. K.—What the New Excess Profits Tax Requires and Permits

May, George O.—Valuation or Historical Costs: Some Recent Developments

Mitchell, Walter L., Jr.—Survey of Business Trends

Reed, Philip D.—American Free Enterprise and the Future

Taylor, George R.—The First Year of the Food Stamp Plan

Thorp, Willard L.—Inventories During the World War

The Monthly Sections

Business Diary

The Trend of Business

Regional Trade Barometers

The Failure Record

Significant Business Indicators

Through the Statistician's Eyes

Here and There in Business

Business Bookshelf

The Editor's Page

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—U—

Uncle Sam Goes to Market, Some Economic Aspects of the Defense Program Aug. 8

Unemployment

Food Stamp Plan, First Year of the July 19

WPA Pamphlet (s) May 42

Union Oil Company (s) July 44

United Cigar-Whelan Stores Corp. (s) May 43

United Parcel Service (s) Dec. 49

United States Bureau of Agricultural Economics (s) Aug. 44, Sept. 36

United States Bureau of Foreign and Domestic Commerce (s) June 38

(s) July 38 Nov. 43

United States Bureau of Internal Revenue (s) Jan. 42

United States Bureau of Labor Statistics, See also Trend of Business (s) Sept. 36

United States Bureau of the Census (s) Feb. 44

(s) Mar. 44, (s) Apr. 37, (s) Oct. 41, (s) Dec. 42

Census of Manufactures (s) June 40

United States Chamber of Commerce (s) May 48

United States Department of Agriculture (s) Jan. 45, (s) Feb. 45

United States Department of the Treasury (s) May 41, Aug. 8, (s) Aug. 44, (s) Aug. 45, (s) Oct. 40, (s) Nov. 42

United States Housing Authority (s) Oct. 42

United States Testing Company (p) Mar. 46

United States Weather Bureau (s) Nov. 49

United Wall Paper Factories, Inc. (s) Oct. 45

University of Chicago (s) Apr. 41

University of Illinois Sept. 16

University of Michigan (s) July 40

—V—

Valuation or Historical Costs: Some Recent Developments May 17

Venetian Blinds (s) Apr. 38

Vibic—New Flour Concentrate (s) July 42

Vitamins (s) Feb. 48

Velle, Lester—Lean Years for the Railroads Feb. 23

—W—

Wages and Hours

Hidden Labor Costs Feb. 5

Income Security Plan (s) Mar. 46

National Defense and the Federal Labor Laws Aug. 5

What Amendments to the Wage and Hour Law? Apr. 5

Wall Paper (s) Oct. 45

Walsh-Healy Act Aug. 5

War

Defense Program Remodels the Economic System Oct. 5

Inventories During the World War Feb. 17

Prices and Profits in a Defense Economy Nov. 5

Prices and Profits in a Defense Economy II Dec. 29

What the New Excess Profits Tax Requires and Permits Dec. 18

War Cries of Business June 21

War Years—Business Quiz July 5

Waters, Lewis W.—Industrial Research in Your Own Business Sept. 5

Warner & Swasey Company (p) July 44

Weather Bureau Reports by Radio (s) Nov. 49

Weld, L. D. H.—How Consumer Purchases Vary with the Seasons in 29 Regions June 15

Wells & Richardson Company, Inc. (s) Mar. 47

Western Electric Company (s) April 38, (s) Aug. 47, (s) Oct. 45

Western Printing & Lithographing Co. (s) Feb. 46

What the New Excess Profits Tax Requires and Permits Dec. 18

Wheeling, West Virginia (c) Feb. 18

What Amendments to the Wage and Hour Law? Apr. 5

White & Wyckoff Manufacturing Co. (s) Sept. 39

Whiteside, A. D.—A Forecast About Forecasts Jan. 5

Whitman Corp. (s) July 45

Whitman Publishing Company (s) Feb. 46

Who Buys What on the Installment Plan? Feb. 9

Wholesale Price Indexes

See Significant Business Indicators

Wholesale Trade

Financial Statement of the Future—II Dec. 12

Survey of Business Trends—Preliminary Mar. 10

Survey of Business Trends—Final May 5

Williams, J. B., Company (s) Apr. 40

Wolff, Reinhold P.—Rise of the Supermarket and Some Marketing Consequences Sept. 8

Woolworth, F. W. & Company (s) Jan. 47

Works Projects Administration (s) May 42

World's Fair

Hotel Business Trends (s) Sept. 37

IBM Day (s) June 40

Offices at Work (s) Aug. 47

—Y-Z—

Young, Ralph A.—Who Buys What on the Installment Plan? Feb. 9

Zyvo Bread (s) May 47

INDEXES TO 1940 ADVERTISERS IN DUN'S REVIEW

ADVERTISER, AGENCY, AND ISSUE

Acco Products, Inc.	Long Island City, N. Y. Agency—La Porte & Austin, Inc. Feb. 54, Apr. 44
Alexander Hamilton Institute	New York, N. Y. Agency—Walter E. Thwing, Inc. Mar. 47
Allen Wales Adding Machine Corporation	New York, N. Y. Agency—The Caples Company Apr., May, July, Nov., Dec. —14th Cover
American Automatic Typewriter Company	Chicago, Ill. Nov. 61, Dec. 52
American Surety Company	New York, N. Y. Agency—Albert Frank-Guenther Law, Inc. 4th Cover
 Feb. June—3rd Cover, Sept.—4th Cover
Anker-Holt Manufacturing Company	Port Huron, Mich. Agency—Paul Grant. Apr. 46
Arabol Manufacturing Company, The	New York, N. Y. Agency—Doremus & Company Apr. 39, July 39, Oct.—4th Cover
Autopoint Company	Chicago, Ill. Agency—Ruthrauff & Ryan. Feb. 57, Mar. 48, Apr. 48, May 52, June 44, Oct. 44, Nov. 56
Bank of America, National Trust & Savings Association	Los Angeles, Cal. Agency—Chas. R. Stuart Jan. 48, Feb. 56
Bankers Trust Company	New York, N. Y. Agency—Doremus & Company July 41
Business Book Service	New York, N. Y. Friend Advertising Agency Apr. 49
Chase National Bank, The	New York, N. Y. Agency—Doremus & Company Feb. 50, Apr. 42, June—4th Cover, Nov.—3rd Cover
Chemical Bank & Trust Company	New York, N. Y. Feb. 55, July 46
Chicago, Rock Island & Pacific Railway Company	Chicago, Ill. Agency—The Caples Company Nov. 54
Combustion Engineering Company, Inc.	New York, N. Y. Agency—G. M. Basford Company. Apr. 45, May 47, June 43, July 45, Aug. 51, Sept. 45, Oct. 45, Nov. 51, Dec. 49
Commercial Credit Corporation	Baltimore, Md. Agency—O'Dea, Sheldon & Canaday, Inc. Jan. 49, Feb. 51, Mar. 49, Apr. 43, May 48, June 47, July 47, Aug. 53, Sept. 42, Oct. 49, Nov. 59, Dec. 51
Corrigan, Osburne & Wells, Inc.	New York, N. Y. Sept. 44, Oct. 46, Nov. 56, Dec. 55
Automobile Leasing	R. A. Company, The
Banks	Bank of America, National Trust & Savings Association
Bankers Trust Company	Chase National Bank, The
Chemical Bank & Trust Company	National City Bank of New York, The
Engineers	Corrigan, Osburne & Wells, Inc.
	Niemeyer, John C. & Company
	Sherman and Associates
Financial Services	Commercial Credit Corporation
	Douglas-Guardian Warehouse Corporation
	Household Finance Corporation
Industrial Sites	State of Indiana
	Sherman and Associates
Industrial Equipment	Anker-Holt Manufacturing Company (hose reels)
	Arabol Manufacturing Company, The (adhesives)
	Combustion Engineering Company, Inc. (steam equipment)
	Hansen, A. L., Manufacturing Company (stapling machines)
	Flexrock Company (waxes, dyes, repairing material for floors)
	Truscon Steel Company (steel buildings)
	Vogel-Peterson Company, Inc. (wardrobe equipment)
	Wakefield, F. W., Brass Company, The (lighting fixtures)
	Whitehouse Manufacturing Company (uniforms)
Office Equipment	Acco Products, Inc. (filing accessories)
	Allen Wales Adding Machine Corporation (adding and bookkeeping machines)
	American Automatic Typewriter Company (auto-typist)
	Arabol Manufacturing Company, The (adhesives)
	Crane & Company (stationery)
	Dictaphone Corporation (dictating and transcribing machines)
	Duophot Corporation (photocopying machines)
	Ediphone, The, Thomas A. Edison, Inc. (dictating machines)
	Executive, Inc. (intercommunication systems)
	Flexrock Company (waxes, dyes, repairing material for floors)
	Good-Will Builders (greeting cards)
	Hansen, A. L., Manufacturing Company (stapling machines)
	Hush-A-Phone Corporation (phone silencer)
	International Business Machines Corporation (service bureau)
	Mathias & Carr, Inc. (photostating)
	Merriam, G. & C., Company (dictionaries)
	National Business Show Company, Inc.
	Office Machines Research, Inc. (service)
	Photo Record Corporation (photocopying machines)
	Remington Rand, Inc. (photocopying and office systems)
	Universal Lithographing Company (stationery)
	Vogel-Peterson Company, Inc. (wardrobe equipment)
New York Life Insurance Company	New York, N. Y. Agency—Cecil & Presbrey, Inc. Apr.—3rd Cover
Niemeyer, John C., & Company	New York, N. Y. Agency—R. T. O'Connell Company. June 44, July 48
Office Machines Research, Inc.	New York, N. Y. Apr. 49
Photo Record Corporation	New York, N. Y. Jan. 48, Apr. 49
R. A. Company, The	New York, N. Y. Agency—R. T. O'Connell Company. Apr. 47, May 44, Oct. 47, Nov. 55, Dec. 53
Radio Corporation of America	New York, N. Y. Agency—Lord & Thomas. Jan. 45, June 45
Remington Rand, Inc.	Buffalo, N. Y. Agency—Leeford Advertising Agency, Inc. Feb. 53, May 49, June 46, Nov. 52
Ronald Press Company, The	New York, N. Y. Agency—Vredenburgh-Kennedy Company, Inc. Apr. 48, May 52, June 48
Santa Fe System Lines	Chicago, Ill. Agency—Stack-Goble Advertising Agency. Jan. 48, May 50
Sherman and Associates	New York, N. Y. Sept. 48, Oct. 47
Southern Publishers, Inc.	Kingsport, Tenn. Mar. 52
State of Indiana	Indianapolis, Ind. Agency—Slidener and Van Riper, Inc. May 51
Truscon Steel Company	Youngstown, Ohio. Agency—G. M. Basford Company. Aug. 49, Sept. 43
United States Fire Insurance Company	New York, N. Y. Agency—Cowan & Dengler, Inc. Feb. 47, May, Aug.—3rd Cover
Universal Lithographing Company	Chicago, Ill. Agency—Paul Grant. Feb. 48, Mar. 46, Apr. 44, May 52, June 46, July 48, Aug. 48, Sept. 44, Oct. 46, Nov. 58, Dec. 55
Vogel-Peterson Company, Inc.	Chicago, Ill. Agency—Ross Llewellyn, Inc. Jan. 46, Feb. 57, Mar. 48, Apr. 49, Sept. 48, Oct. 48, Nov. 60
Wakefield, F. W., Brass Company, The	Vermilion, Ohio. Agency—Foster & Davies, Inc. Apr. 49, June 48
Wheeler Manufacturing Company	New York, N. Y. Mar. 48
Whitehouse Manufacturing Company	Chicago, Ill. Agency—Raymond Heer. Nov. 58
Zippo Manufacturing Company	Bradford, Pa. Agency—Lee Stockman, Inc. Sept. 46, Oct. 47

TYPE OF PRODUCT OR SERVICE

Insurance	American Surety Company
	New York Life Insurance Company
	United States Fire Insurance Company
Office Equipment	Crane & Company (stationery)
	Dictaphone Corporation (dictating and transcribing machines)
	Duophot Corporation (photocopying machines)
	Ediphone, The, Thomas A. Edison, Inc. (dictating machines)
	Executive, Inc. (intercommunication systems)
	Flexrock Company (waxes, dyes, repairing material for floors)
	Good-Will Builders (greeting cards)
	Hansen, A. L., Manufacturing Company (stapling machines)
	Hush-A-Phone Corporation (phone silencer)
	International Business Machines Corporations (service bureau)
	Mathias & Carr, Inc. (photostating)
	Merriam, G. & C., Company (dictionaries)
	National Business Show Company, Inc.
	Office Machines Research, Inc. (service)
	Photo Record Corporation (photocopying machines)
	Remington Rand, Inc. (photocopying and office systems)
	Universal Lithographing Company (stationery)
	Vogel-Peterson Company, Inc. (wardrobe equipment)
Wakefield, F. W., Brass Company, The (lighting fixtures)	Wakefield, F. W., Brass Company, The (lighting fixtures)
Whitehouse Manufacturing Company (uniforms)	Wheeler Manufacturing Company (card files)
Services	Whitehouse Manufacturing Company (uniforms)
	Zippo Manufacturing Company (lighters)
Publishers	Alexander Hamilton Institute
	Business Book Service
	Merriam, G. & C., Company
	Ronald Press Company, The
	Southern Publishers, Inc.
Railroads	Chicago, Rock Island & Pacific Railway Company
	Santa Fe System Lines
Salvaging	Flett, James, Organization
Services	Alexander Hamilton Institute (executive training for business men)
	Corrigan, Osburne & Wells, Inc. (management consulting)
	Niemeyer, John C., & Company (management consultants)
	Office Machines Research, Inc.
	Sherman and Associates (industrial sites)
Miscellaneous	Douglas-Guardian Warehouse Corporation (financial warehousing)
	Flett, James, Organization (salvaging)
	Good-Will Builders (greeting cards)
	National Business Show Company, Inc.
	R. A. Company, The (automobile leasing)
	National Tuberculosis Association
	Radio Corporation of America
	State of Indiana (industrial sites)
	Zippo Manufacturing Company (lighters)